JAN 6

Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

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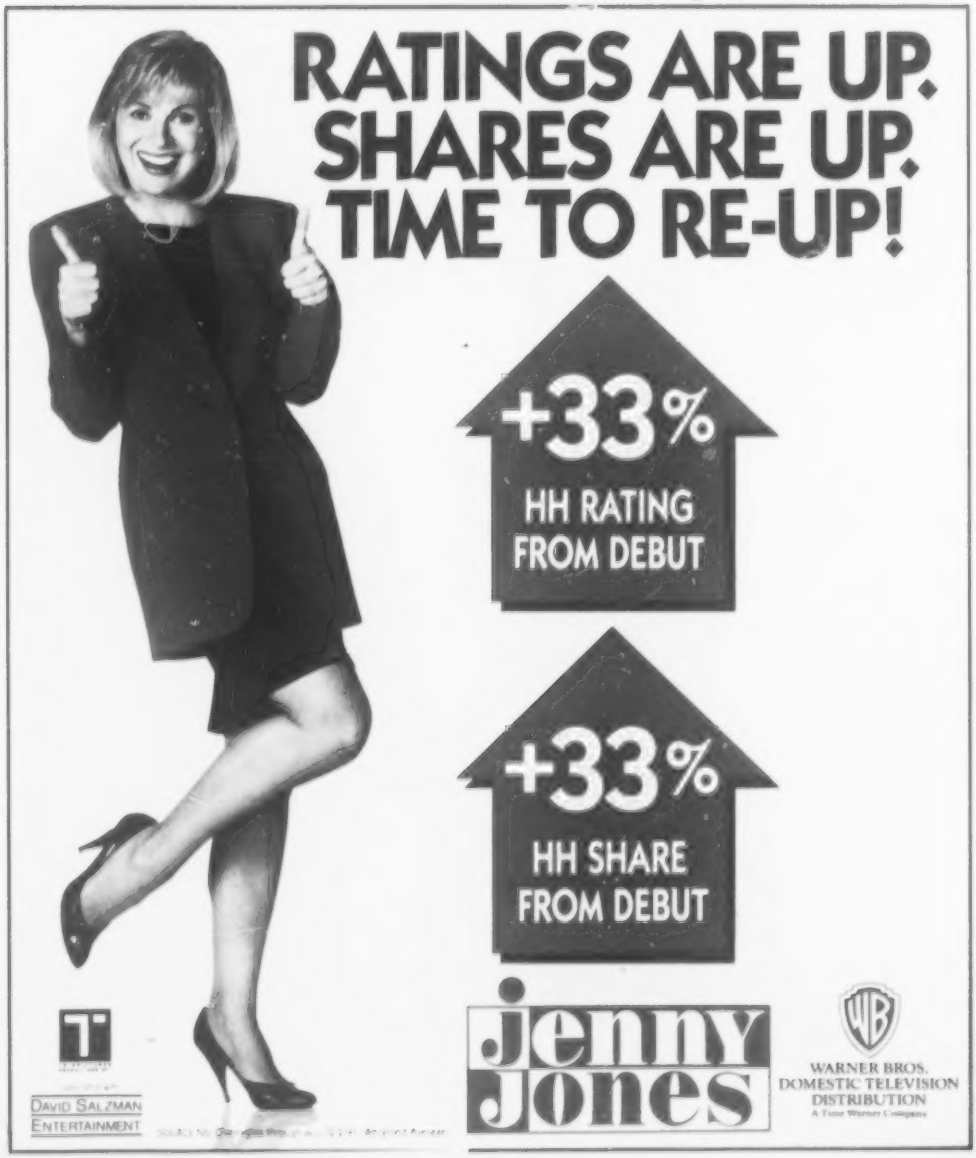

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INTV 1992: BUILDING NEW ALLIANCES IN HARD TIMES

tion without screenings immediately prior to the opening of NATPE," he says.

The last serious conversations with NATPE were held several months ago, and the groups are not likely to meet again until late this month, after both conventions are over. If a decision to combine in 1993 is made, it will have to be made quickly. Hotel arrangements for INTV 1993, tentatively planned again for San Francisco, will have to be completed by February.

"The syndicators would love to be able to exhibit only once and yet have all of the independent-station people there as well as all of the affiliate people," Hedlund says. The idea is also supported by INTV members "who don't like having to be out of the office for an extended period in January at two different conventions in separate cities."

There would be drawbacks from INTV's viewpoint. The association would lose revenue from exhibit and suite rentals. Joining forces with another group could result in a loss of prestige and identity for INTV. The show is also still a service to some members who like to get an early look at some of the shows before NATPE. Some small syndicators prefer INTV and its specialized membership to the higher cost of exhibiting before NATPE's broader range of attendees.

Only about a third of INTV's member stations affiliated with the Fox network attended last year's convention in Los Angeles (BROADCASTING, Jan. 7, 1991). Even fewer are expected in San Francisco this year because the Fox affiliates meeting, held in conjunction with INTV in the past, will be held in New Orleans in conjunction with NATPE.

There could also be substantially less press coverage of INTV. Reporters attending the TV critics tours at Los Angeles studios, held about the same time as INTV, were given complimentary registrations to INTV. "We have about 15 press people registered for the INTV convention, and at this time last year we had about 85," Hedlund says.

Alternatives to joining with NATPE have been considered but are not likely. INTV decided not to hold the show at some other time of the year because January, after program executives have had a chance to analyze the November sweeps figures, is

This Week

INTV meets in San Francisco amid tough times (pp.4,34).

RECESSION-WEARY INDIES / 4

Attendees at INTV come to San Francisco battered by a hard year, but hopeful that lower interest rates will usher in a turnaround as early as the first quarter of 1992.

BELL RINGS FOR CABLE / 28

In a BROADCASTING interview, Steve Bell, senior VP and general manager of Los Angeles independent KTLA(TV), says independents and cable have already "gone down the aisle together" and should stop all the "fussing and fuming." On the programing side, Bell says he's happy it's a buyer's market, if only there were something to buy.

INTV-CABLE DETENTE? / 34

Amid expected talk of recession at this year's INTV convention, association President Jim Hedlund hopes to steer the membership toward a working alliance with cable television. His position dovetails with that of Fox Broadcasting, which is developing strategies to enable its affiliates to participate with cable in additional channel opportunities.

OLYMPIC GOLD / 78

During a promotional push lasting from mid-November through December, 100,000 cable subscribers signed up for the Olympics Triplecast. Two-thirds opted for the top-of-the-line gold package: the $170 price tag includes an Olympic warm-up jacket.

Steve Bell urges peace with cable (p.28).

KEILLOR'S RADIO ROMANCE / 86

As commercial radio marches forward, Garrison Keillor compares his *Prairie Home Companion* and *American Radio Company* to the Alamo, "and everybody knows the Alamo was lost a long time ago." Yet sometimes, he says, "you need to look reality in the face and deny it."

CROSSOWNERSHIP COMPROMISE / 88

Safeguards proposed by the FCC on network-cable crossownership may help pave the way to a compromise between broadcast affiliates and their networks at the NAB winter board meeting Jan. 10-16. NBC hopes to have a deal worked out even sooner.

ACTV GAME FOR INTERACTIVE / 90

ACTV has narrowed its vision of interactive television from a cornucopia of formats to a game channel for home-viewer participation. The company is offering equity to cable operators who agree to carry the channel.

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Incorporating The Fifth Estate TELEVISION Broadcasting ✖ Cable

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Broadcasting's Ratings Week 4 Dec23-29

	ABC	CBS	NBC	FOX
MONDAY	14.9/26	13.7/24	10.6/18	NO PROGRAMING
8:00	43. MacGyver 9.9/18	10. Evening Shade 14.0/26	33. NBC Monday Night Movies—The Sound of Music 10.6/18	
8:30		9. Major Dad 14.2/25		
9:00	3. NFL Monday Night Football—Chicago Bears at San Francisco 49ers 16.7/31	7. Murphy Brown 14.4/24		
9:30		11. Designg Wmn 13.9/23		
10:00		17. Northern Exposure 12.8/22		
10:30				
TUESDAY	8.1/20	6.5/17	7.4/19	NO PROGRAMING
8:00	61. Full House 8.3/22	57. Rescue: 911 8.4/22	78. I'll Fly Away 6.2/16	
8:30	53. Home Improvmt 8.7/22			
9:00	35. Roseanne 10.4/26	82. CBS Tuesday Night Movie—Unconquered 5.6/14		
9:30	44. Coach 9.8/24		44. In the Heat of the Night 9.8/24	
10:00	81. Homefront 5.8/14			
10:30				
WEDNESDAY	8.3/17	7.4/16	10.3/22	NO PROGRAMING
8:00	67. Dinosaurs 7.6/17	68. Brooklyn Bridge 7.5/16	25. Unsolved Mysteries 12.4/27	
8:30	64. Wonder Years 7.9/16			
9:00	48. Doogie Howser 9.3/18	35. Jake and the Fatman 10.4/21	52. NBA Basketball—Boston Celtics at Chicago Bulls 8.8/18	
9:30	61. Anything B/Love 7.8/15			
10:00	53. Dolly Parton: Christmas at Home 8.7/19	29. 48 Hours 11.1/24		
10:30				
THURSDAY	9.5/17	9.7/17	12.9/23	9.4/16
8:00	57. Entertainers '91: Top 20 8.4/15	30. Top Cops 11.0/19	17. Cosby 12.8/22	27. Simpsons 11.9/20
8:30			13. A Diffnt. World 13.6/24	69. Drexell's Class 7.3/13
9:00	46. FBI: Untold Stories 9.7/17	51. Kennedy Center Honors 9.0/16	4. Cheers 15.6/27	50. Beverly Hills 90210 9.1/16
9:30	34. American Det. 10.5/18		14. Wings 13.4/23	
10:00	40. Primetime Live 10.1/19		32. L.A. Law 10.9/20	
10:30				
FRIDAY	12.5/24	6.6/13	9.4/18	6.3/12
8:00	15. Family Matters 13.0/24	63. Disney Christmas on Ice 8.2/15	28. Matlock 11.5/21	77. Fox Night at the Movies Special—The Fly II 6.3/12
8:30	26. Step By Step 12.0/22			
9:00	30. Perfect Strngrs 11.0/20	71. Carol Burnett 7.2/13	55. Pacific Station 8.6/16	
9:30	37. Baby Talk 10.3/19		65. Dear John 7.8/15	
10:00	8. 20/20 14.3/29	88. Meaning of Life 4.3/9	57. Reasonable Doubts 8.4/17	
10:30				
SATURDAY	7.8/15	6.4/12	12.4/23	5.8/10
8:00	72. Sinbad and Friends 7.0/13	80. P.S. I Luv U 5.9/11	15. Golden Girls 13.0/24	73. Cops 6.7/12
8:30			12. Golden Girls 13.7/25	66. Cops 2 7.7/14
9:00	69. Young Riders 7.3/13	75. Blockbuster Bowl 6.5/13	5. Empty Nest 14.9/27	86. Roc 4.5/8
9:30			21. Nurses 12.7/23	87. Get A Life 4.4/8
10:00	49. The Commish 9.2/18		42. Sisters 10.0/19	
10:30				
SUNDAY	11.2/18	16.6/27	12.4/20	7.1/11
7:00	76. Life Goes On 6.4/11	1. 60 Minutes 20.0/33	6. Movie of the Week Sunday—Ghost Dad 14.7/24	82. True Colors 5.6/9
7:30				85. Parker Lewis 4.9/8
8:00	21. Am Fun Hme Vid 12.7/20	17. Murder, She Wrote 12.8/20		47. In Living Color 9.5/15
8:30	21. Am Fun People 12.7/20			73. Roc 6.7/11
9:00	17. ABC Sunday Night Movie—Spartacus Pt. 1 12.8/21	2. CBS Sunday Movie—Face of a Stranger 16.8/27	40. NBC Sunday Night Movie—From the Dead of Night Pt. 1 10.1/16	37. Married w/Childn 10.3/16
9:30				55. Herman's Head 8.6/14
10:00				79. Get a Life 6.0/10
10:30				84. Charlie Hoover 5.1/8
WEEK'S AVGS	10.4/19	10.2/19	10.8/20	7.1/12
SSN. TO DATE	12.1/20	13.4/22	12.5/21	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: A.C. NIELSEN YELLOW TINT IS WINNER OF TIME SLOT

Changing Hands

KJUL(FM) North Las Vegas, Nev. □ Sold by Carrigan Communications Inc. to American Broadcasting Systems Inc. for $3.2 million on terms. **Seller** is headed by Debra D. Carrigan, and has no other broadcast interests. **Buyer** is headed by Ronald L. Shaffer, and owns 100% of common voting stock of Steamboat Springs Communications Inc., licensee of KBCR(AM)-KSBT(FM) Steamboat Springs, Colo. KJUL has nostalgia (40's-50's) format on 104.3 kw with 100 kw and antenna 1,181 feet above average terrain.

WULF(AM)-WKXH-FM Alma, Ga. □ Sold by Queen City Broadcasting Co. to The Hays Group for $427,552. **Seller** is headed by John Wiggins, who recently purchased KDXR(FM) Borger (Amarillo), Tex. ("Changing Hands," Dec. 23). Wiggins has interests in WWFN(FM) Florence, S.C., WKZF(FM) Bayboro, N.C., and WNKX(FM) Centerville, Tenn. **Buyer** is headed by Page Peary, and also owns WPSO(AM) New Port Richey, Fla. WULF is fulltimer with country format on 1400 khz and 1 kw. WKXH has country format on 95.9 mhz with 1.9 kw and antenna 397 feet above average terrain. *Broker: The Connelly Co.*

WETZ(FM)-WATQ-FM New Martinsville, W.Va. Sold by Thomas Communications Corp. to HBN Communications Inc. for $400,000; Allied Capital Corp. is foreclosing on loan to seller. **Seller** is also licensee of WKKW-FM Clarksburg and WBES-FM Dunbar, both West Virginia. **Buyer** is headed by William Haught, who is general manager of stations. WETZ has oldies format on 1330 khz with 1 kw day. WATQ-FM has AOR format on 103.9 mhz with 3 kw and antenna 298 feet above average terrain.

WKZF(FM) New Bern, N.C. □ Sold by Atlantic Broadcasting Inc. to Jay Meisenhelder for $375,000. **Seller** is headed by John Wiggins, who is also selling WULF(AM)-WKXH(FM) Alma, Ga. (see above). **Buyer** is in public relations, and has no other broadcast interests. WKZF has country format on 97.9 khz with 3 kw and antenna 375 feet above average terrain. *Broker: The Connelly Co. and Kozacko-Horton Co.*

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$400,000** □ **2**
FM's □ **$4,505,614** □ **7**
AM-FM's □ **$827,552** □ **2**
TV's □ **$50,000** □ **1**
Total □ **$5,783,166** □ **12**

1991 to Date:

AM's □ **$81,529,886** □ **265**
FM's □ **$220,511,223** □ **282**
AM-FM's □ **$337,129,401** □ **212**
TV's □ **$1,067,579,400** □ **83**
Total □ **$1,706,749,910** □ **842**

For 1990 total see Jan. 7, 1991 BROADCASTING.

KGLA(AM) Gretna, La. □ Sold by West Jefferson Broadcasting Inc. to CBC Inc. for $300,000. Terms: $25,000 down payment and $275,000 on terms. **Seller** is headed by Ralph M. Hartwell II and has no other broadcast interests. **Buyer** is headed by Ernesto Schweikert III, and has no other broadcast interests. KGLA has Spanish format on 1540 khz with 500 w day.

KSPK(FM) Walsenburg, Colo. □ Sold by Mainstreet Broadcasting Co. Inc. to Paul R. Bossert and Mark R. Bossert for $290,500. Terms: $50,500 cash at closing and $240,000 on terms. **Seller** is headed by Cindi Hargrave, and has no other broadcast interests. **Buyers,** Paul and Mark Bossert, are brothers; Paul Bossert is chief engineer at KYMS(FM) Santa Ana, Calif., and plans to resign. KSPK-FM has country format on 102.3 mhz with 1.9 kw and antenna 377 feet above average terrain.

WLCO(FM) Clyde, Ohio □ Sold by Family Broadcasting & Communications Corp. to S & S Communications Group Inc. for $280,000 on terms. **Seller** is headed by Erasmo Cruz Jr., and has no other broadcast interests. **Buyer** is headed by Kent D. Smith and David L. Searfoss, and has no other broadcast interests. WLCO has C&W format on 100.9 mhz with 3 kw and antenna 300 feet above average terrain.

1991
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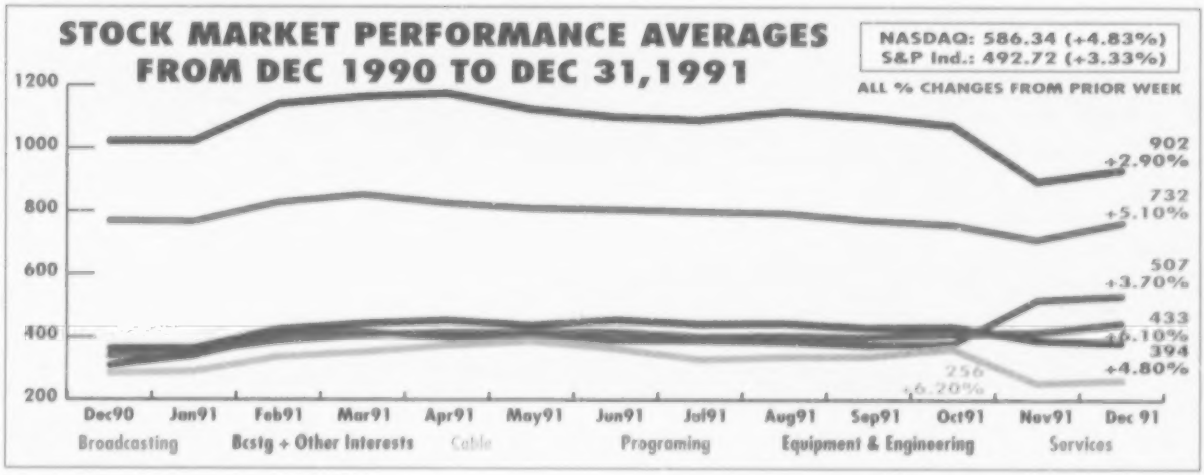
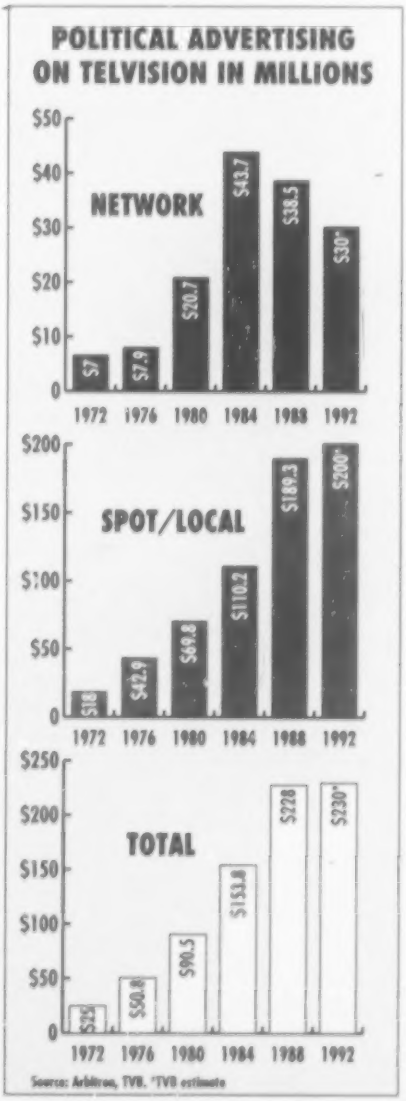
*Source: Paul Kagan and Associates, Inc. and Radio Business Report

Broadcasting's By The Numbers





SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's'	TOTAL*
Commercial AM	4,988	235	5,223
Commercial FM	4,539	1,009	5,548
Educational FM	1,497	311	1,808
Total Radio	**11,024**	**1,555**	**12,579**
Commercial VHF TV	556	16	572
Commercial UHF TV	575	168	743
Educational VHF TV	124	4	128
Educational UHF TV	233	12	245
Total TV	**1,488**	**200**	**1,688**
VHF LPTV	230	149	379
UHF LPTV	738	794	1,532
Total LPTV	**968**	**943**	**1,911**
FM translators	1,878	363	2,241
VHF translators	2,701	79	2,658
UHF translators	2,338	320	2,658

CABLE

Total subscribers	56,072,840
Homes passed	87,433,000
Total systems	11,135
Household penetration†	61%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.
' Construction permit. [2]Instructional TV fixed service. [3]Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Goodman Entertainment announced a new strip for fall 1992—*Parole Board.* It's a reality court-type series using crime re-enactments and parole board hearing dramatizations based on real cases. The show is a co-venture of Goodman and two Canadian firms, Rosedale Film Ventures Ltd. and Glen-Warren Entertainment. The show has been sold to 17 stations in Canada, and its host is Gerry Connell.

Genesis Entertainment will launch a new weekly series next summer called ***Karaoke Showcase.*** Show would feature ordinary people acting out their fantasies of being pop music stars by singing along to music videos. *Karaoke* craze started in Japan and has become popular in U.S. at bars and other night spots. Genesis is also launching *Whoopi*, a new talk show with Whoopi Goldberg, and has developed a romantic gamedy called *Infatuation* for possible syndication in the fall.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Dec. 8. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	14.3/222/98
2. Jeopardy!	12.4/216/98
3. Star Trek	10.5/244/98
4. Oprah Winfrey Show	10.4/223/98
5. Entertainment Tonight	8.6/185/98
6. Cosby Show	8.4/208/97
7. Current Affair	8.0/170/92
7. Married...With Children	8.0/168/94
9. Fox Holiday Theater	7.9/188/93
10. WKRP in Cincinnati	7.4/237/98
11. Wheel Of Fortune (Wknd)	7.0/168/78
12. Family Feat:White Christmas	6.8/192/94
13. Donahue	6.7/229/99
14. Case of the Avenging Ace	6.6/163/95
14. Inside Edition	6.6/125/87

LATEST PRIME TIME SHIFTER: SALINAS-MONTEREY

Following CBS affiliate KPIX(TV) San Francisco's decision to shift its prime time lineup from 8-11 p.m. to 7-10 p.m. in February, KMST(TV), the CBS affiliate in Salinas-Monterey, Calif., has also been granted permission by the network to make a similar move on Feb. 8. Salinas-Monterey, the 110th ADI with 213,000 TV households, abuts the San Francisco-Oakland-San Jose (the fifth ADI with 2.2 million TV HH) and is considered a logical next step in the prime time shift movement because of possible overlapping from CBS affiliate KPIX(TV) into the smaller market.

Tom Tucker, KMST station manager, said that cable penetration in his market is 75% and CBS "recognized the spillover from KPIX would have a detrimental impact" in granting KMST the shift. He also said that Arbitron ratings during the November 1991 sweeps put the 10 p.m. HUT level at a 41, close to double the 23 HUT at 11.

In allowing the shift, Tucker said one of the concessions made to CBS is that *Crimetime After Primetime* can't be delayed past 11 p.m., which leaves the station to decide where to insert its displaced 7-8 p.m. syndicated programs *Married...with Children* and *Entertainment Tonight*. Ironically, Tucker said the station discontinued its 11 p.m. newscast last September because HUT levels were too low and is now deciding whether to restart a late half-hour or hour newscast at 10 p.m.

Shift proponents on the West Coast have been gathering steam, with KCRA-TV Sacramento's grant last September from NBC of an eight-month prime time shift test, but the results have been mixed for its prime time and late-night programing. Besides KPIX, KRON-TV, the NBC affiliate in San Francisco, has been pushing for a prime time shift, but station officials are still awaiting permission from NBC. -30-

NAB and three Atlanta FM's last week urged the FCC to affirm the Mass Media Bureau's denial of Emerald Broadcasting's bid to move WHMA-FM from Anniston, Ala., to Atlanta. The bureau was correct, said two of the FM's in a joint filing. "Emerald proposes illusory benefits from an allocation that fails to comply with spacing requirements," the filing said.

"Citizen Turner," the **first biography of Ted Turner, will be published in the spring of 1994.** Publisher Harcourt Brace Jovanovich made the announcement on the heels of Turner's selection as Time's "Man of the Year" (see page 15). The book will be written by father and son Gerald and Robert Goldberg, who also cowrote "Anchors: Brokaw, Jennings, Rather and the Evening News." Robert Goldberg is a television reviewer for *The Wall Street Journal.*

The third in a series of five meetings of House Copyright Subcommittee staff and television industry executives over possible changes in copyright law—including Fox and Motion Picture Association of America proposals to eliminate the cable compulsory license—**is scheduled for Wednesday, Jan. 15,** in Washington. The meeting will focus on how changes in television technology are forcing changes in copyright code. Dates for future meetings on broadcast television copyright law and possible future legislative actions that might be taken have not been set. The subcommittee staff hopes to finish the meetings by late January or early February.

Columbia Communications Corp. gained authority last week to begin offering separate international satellite services via 12 C-band transponders aboard each of two NASA Tracking and Data Relay Satellite System satellites. Both TDRSS birds are already in orbit, one over the